FIG.1

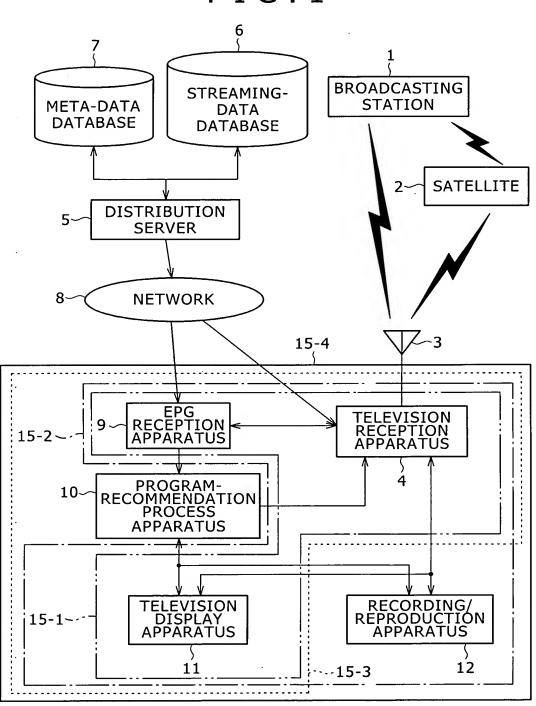
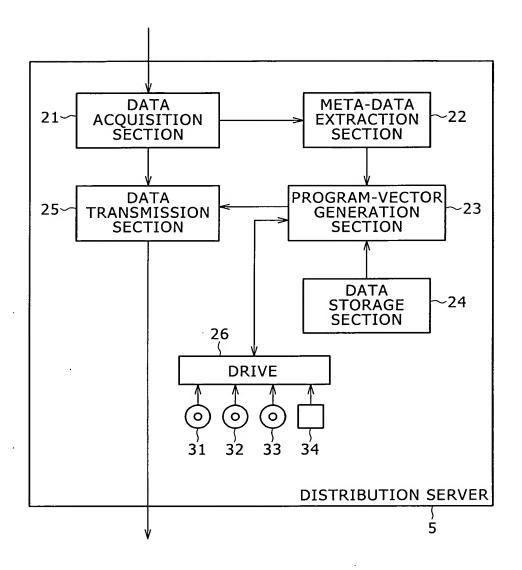
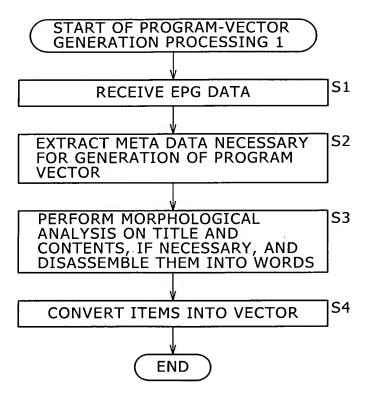


FIG.2



F I G . 3



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MOVIE: JAPANESE FILM 'TOUKAIDOU MITSUYA GHOST STORY' WED/AUG/14 AT 22:43 AND WED/AUG/15 AT 00:00, WOWO

THE YEAR OF 1959 (SEIHOU) AND THE ORIGINAL HAS LENGTH OF 74 MINUTES

DIRECTOR: NOBUO NAKAGAWA

SCRIPTWRITER: SHOICHI OHNUKI AND YOSHIHIRO ISHIDA

CAMERAMAN: SHOJI NISHIMOTO

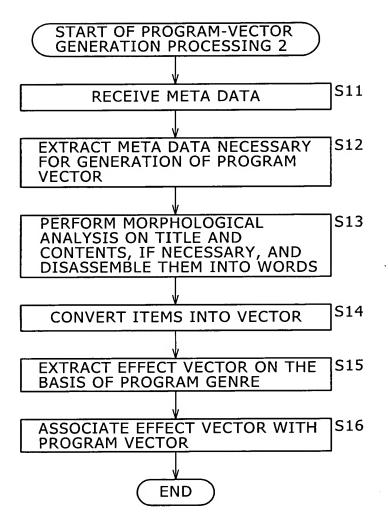
STARRING: KATSUMI WAKASUGI, SHIGERU AMAMI, TOSHIHIKO EMI, RYUUJIROU NAKAMURA AND NORIKO NISHIZAWA MUSIC: CHUTA WATANABE

COMMENTS: '59 PRODUCTION OF SEIHOU

THE WORLD OF THE FAMOUS MITSUYA GHOST-STORY TO FULLNESS OF FORMAL BEAUTY

	Tm= {title 1, title 2, title 3,} Gm= {DRAMA, VARIETY, SPORT, MOVIE, MUSIC, CHILD PROGRAM/EDUCATION,
PP= (Tm, Gm, Hm, Sm, Pm, Am, Km)	<pre>Tm= {title 1, title 2, title 3,} Gm= {DRAMA, VARIETY, SPORT, MOVIE, MUSIC, CHILD PROGRAM/ED GENERAL CULTURE/DOCUMENTARY,NEWS/REPORT, OTHERS} Hm= {MORNING, DAYTIME, EVENING, PRIME-TIME, LATE AT NIGHT} Sm= {NNK GENERAL, NNK EDUCATIONAL, ASIAN TELEVISION, TTS,BI TOUTO, FIRST NNK SATELLITE, SECOND NNK SATELLITE, WOV Pm= {person A, person B, ···,} Am= {kw1, kw2, ···,}</pre> Km= {kw1, kw2, ···,}
PROGRAM VECTOR	T: TITLE G: GENRE H: TIME BAND(HOUR) S: BROADCASTING STATION (TV STATION) P: PERFORMER (PERSON) A: SCRIPTWRITER/ AUTHOR/PRODUCER (AUTHOR) K: CONTENTS (KEYWORD)

FIG.6



F I G . 7

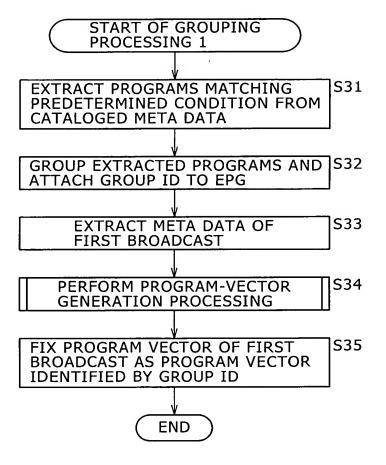


FIG.8

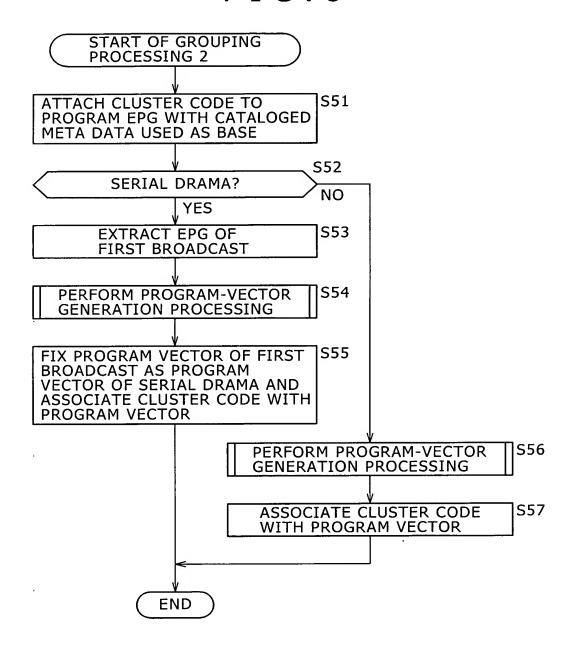


FIG. 9

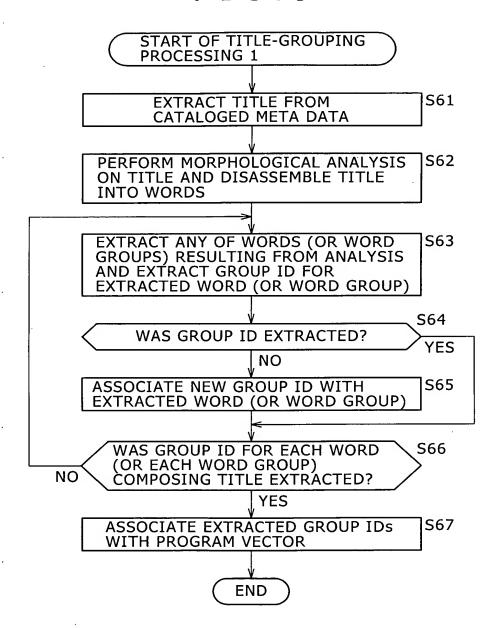


FIG.10

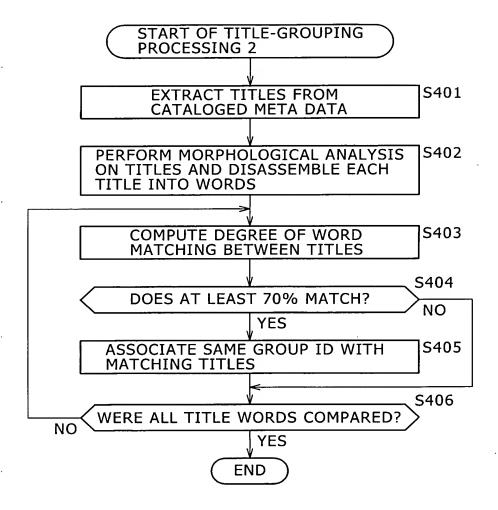


FIG.11

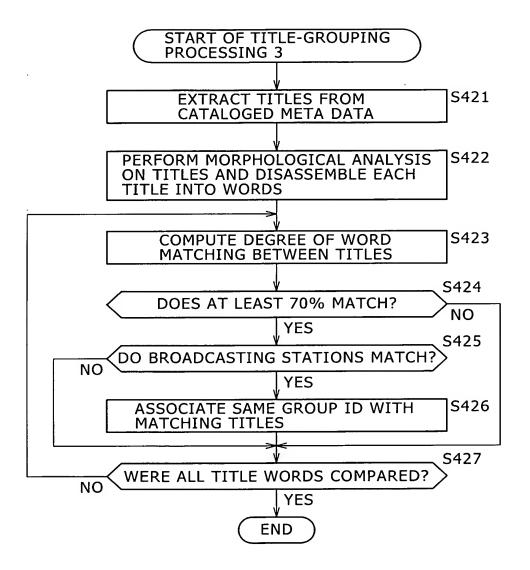


FIG.12

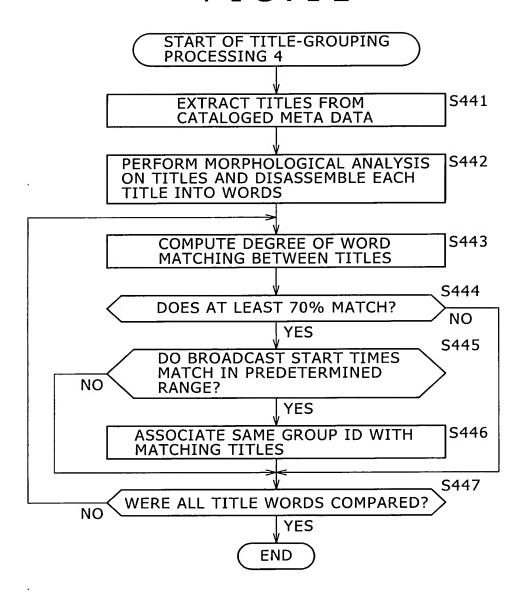


FIG.13

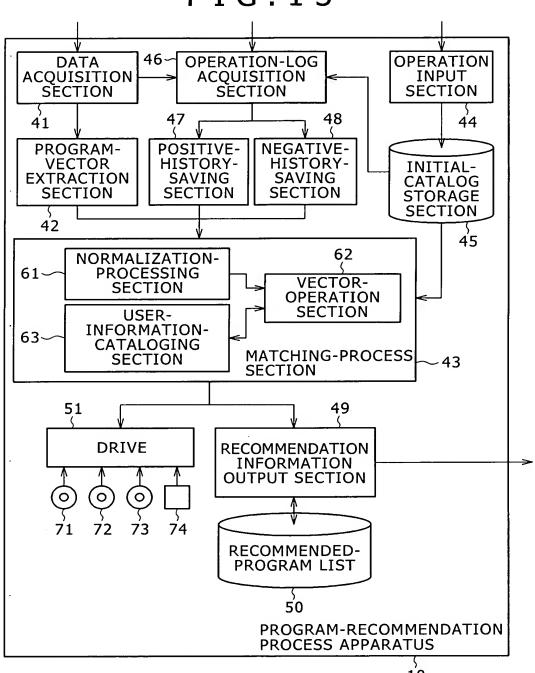
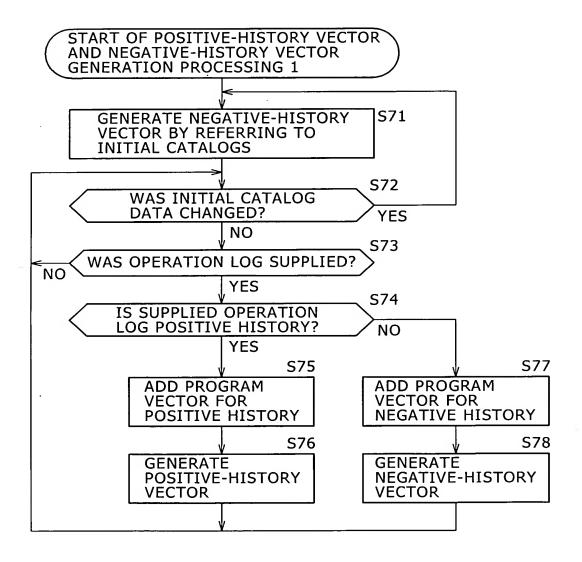


FIG.14



POSITIVE-HISTORY VEC	CTOR UP= (Tup,	UP= (Tup, Gup, Pup, Aup, Kup)	
TITLE: GENRE:	Tup= {(title1-12), (tit Gup= {(DRAMA-25), ((CHILD PROGR (GENERAL CUL	<pre>Tup= {(title1-12), (title2-3),, } Gup= {(DRAMA-25), (VARIETY-34), (SPORT-42), (MOVIE-37), (MUSIC-73),</pre>	VIE-37), (MUSIC-73),
PERFORMER:	(NEWS/REPORT-5), (OTHERS-23)} Pup= {(person A-10), (person B-43), ···,}	NEWS/REPORT-5), (OTHERS-23)} person A-10), (person B-43), ···,}	
AUTHOR/PRODUCER:	Aup= {person a-8, person b-2, ···,}	rson b-2, ···,}	

FIG.16

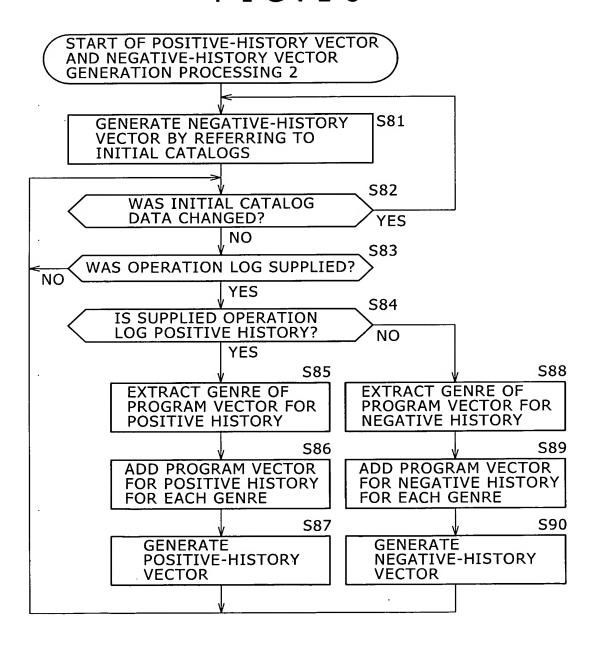
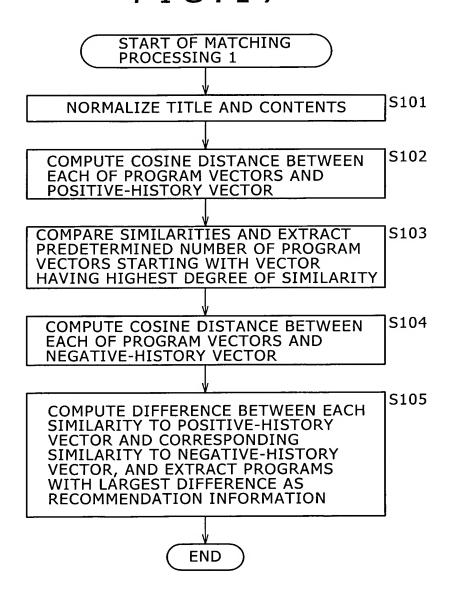
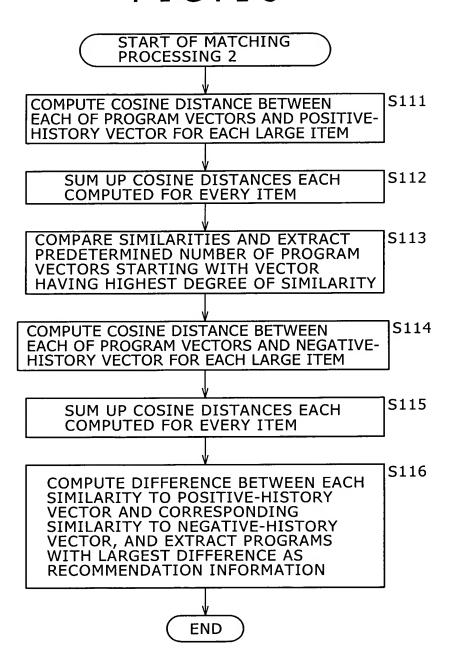


FIG.17



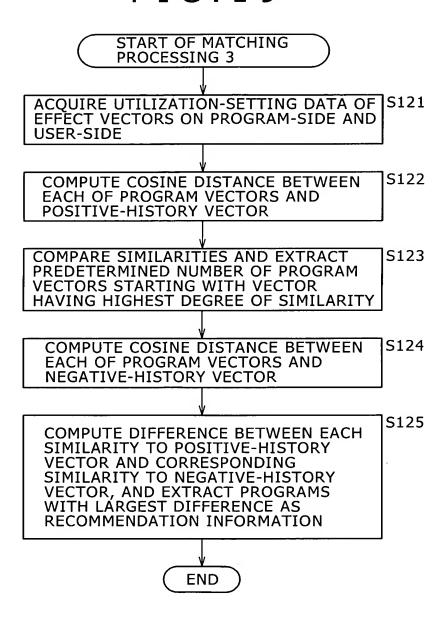
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FIG.18

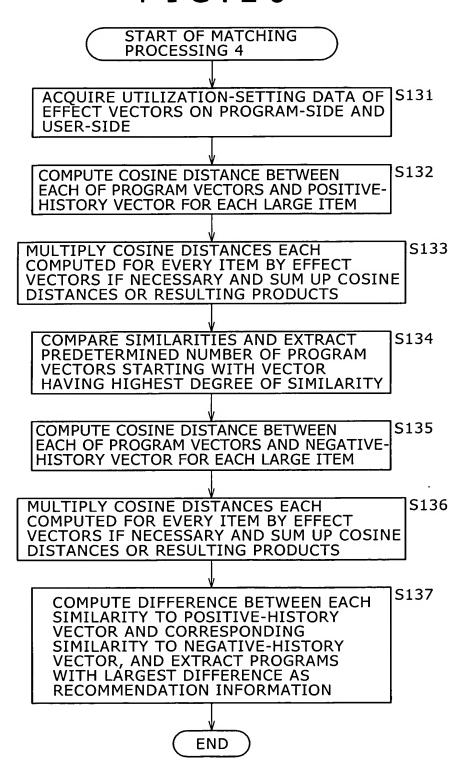


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FIG.19



^{20/40} F I G . 2 0



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FIG.21

START OF MATCHING PROCESSING 5

ACQUIRE UTILIZATION-SETTING DATA OF EFFECT VECTORS ON PROGRAM-SIDE AND USER-SIDE

|S141

EXTRACT GENRE OF PROGRAM VECTORS

S142

USE POSITIVE-HISTORY VECTOR BASED ON GENRE TO COMPUTE COSINE DISTANCE BETWEEN EACH OF PROGRAM VECTORS AND POSITIVE-HISTORY VECTOR FOR EACH LARGE ITEM

S143

MULTIPLY COSINE DISTANCES EACH COMPUTED FOR EVERY ITEM BY EFFECT VECTORS IF NECESSARY AND SUM UP COSINE DISTANCES OR RESULTING PRODUCTS

S144

COMPARE SIMILARITIES AND EXTRACT PREDETERMINED NUMBER OF PROGRAM VECTORS STARTING WITH VECTOR HAVING HIGHEST DEGREE OF SIMILARITY

S145

USE NEGATIVE-HISTORY VECTOR BASED ON GENRE TO COMPUTE COSINE DISTANCE BETWEEN EACH OF PROGRAM VECTORS AND NEGATIVE-HISTORY VECTOR FOR EACH LARGE ITEM

S146

MULTIPLY COSINE DISTANCES EACH
COMPUTED FOR EVERY ITEM BY EFFECT
VECTORS IF NECESSARY AND SUM UP COSINE
DISTANCES OR RESULTING PRODUCTS

S147

S148

COMPUTE DIFFERENCE BETWEEN EACH SIMILARITY TO POSITIVE-HISTORY VECTOR AND CORRESPONDING SIMILARITY TO NEGATIVE-HISTORY VECTOR, AND EXTRACT PROGRAMS WITH LARGEST DIFFERENCE AS RECOMMENDATION INFORMATION

END

FIG. 22

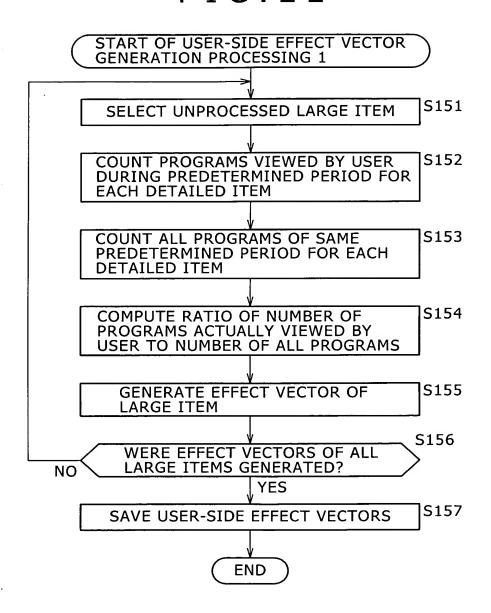
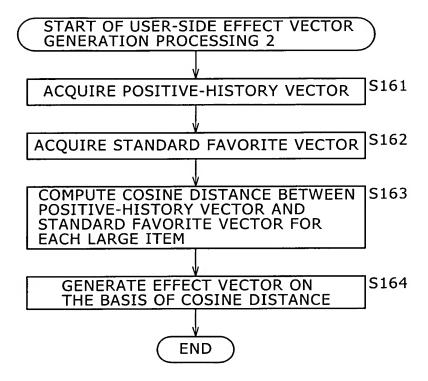


FIG.23



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FIG.24

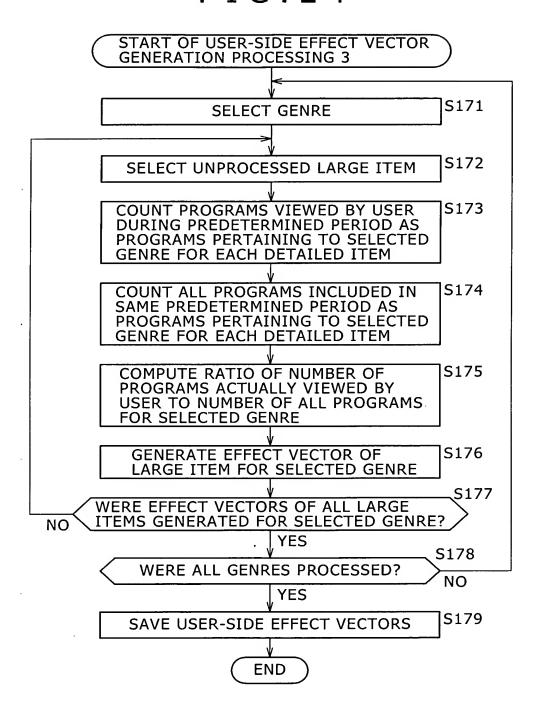


FIG.25

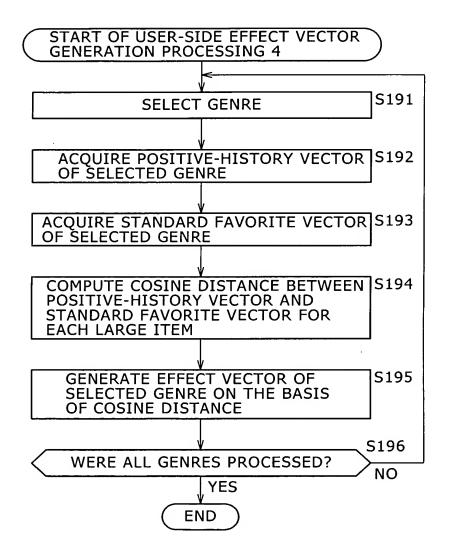


FIG.26

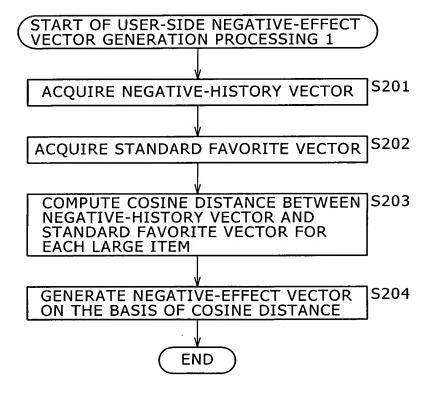
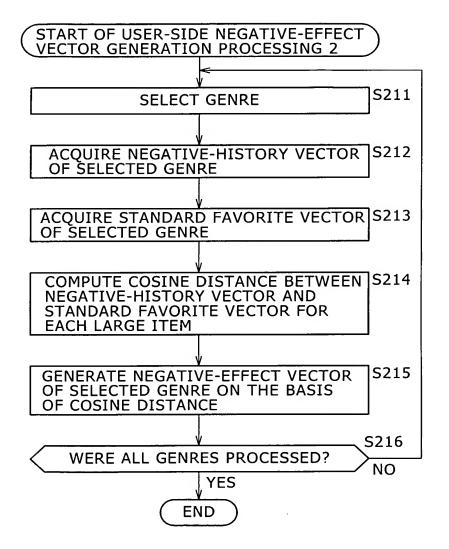


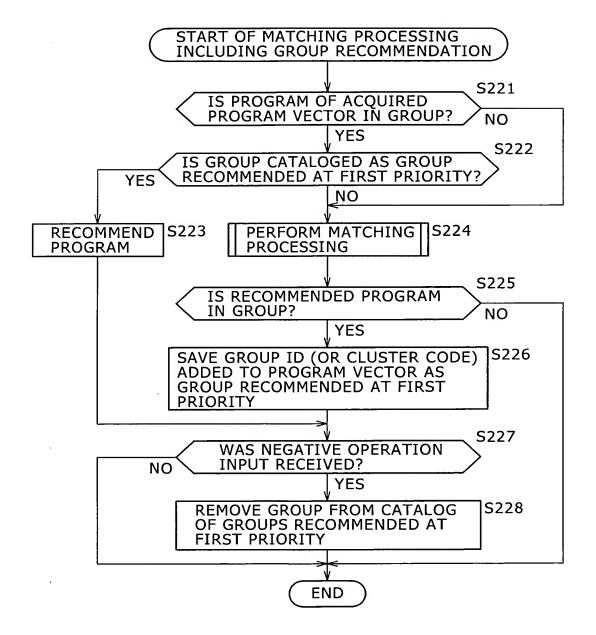
FIG.27



1 1

S03P1416

FIG.28



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FIG.29

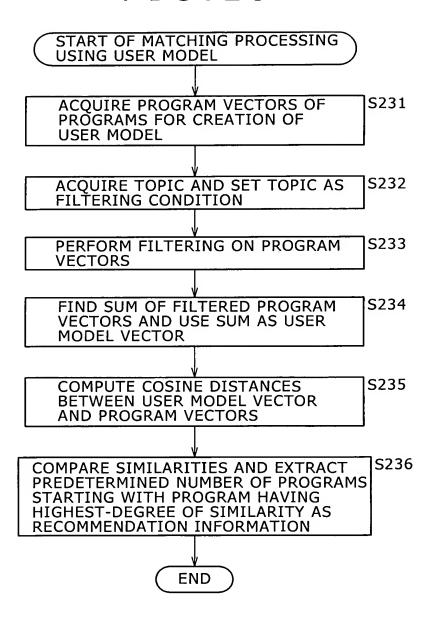


FIG.30

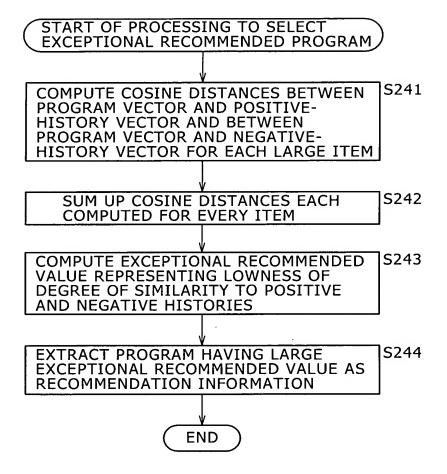


FIG.31

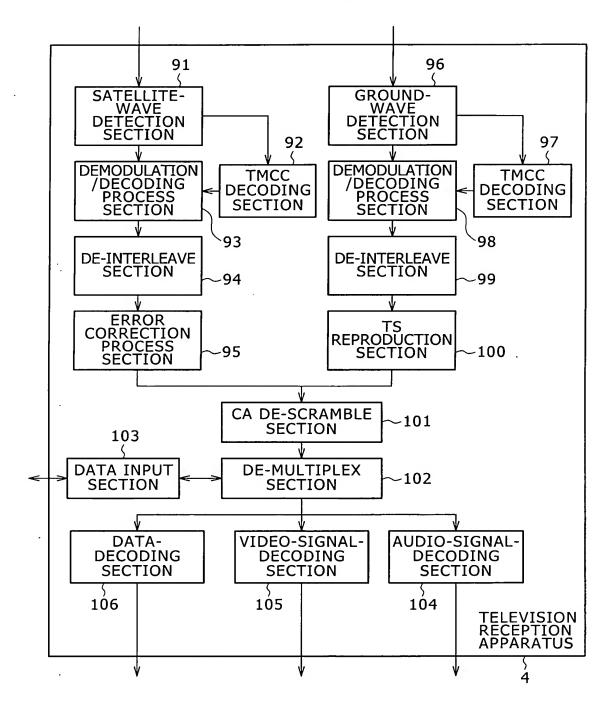


FIG.32

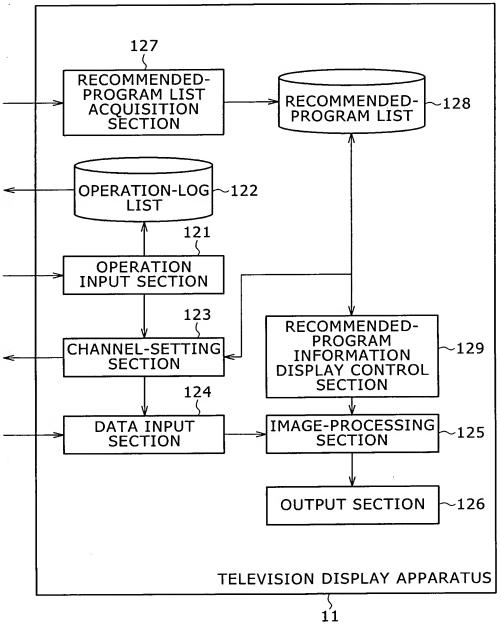
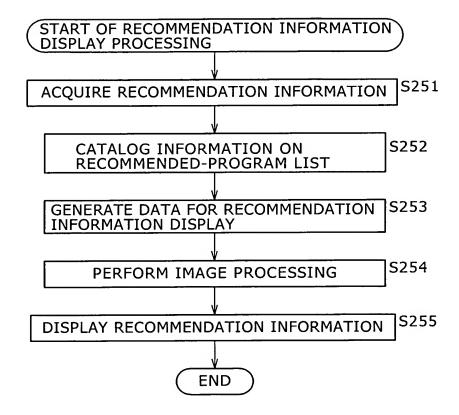


FIG.33



S03P1416

FIG.34

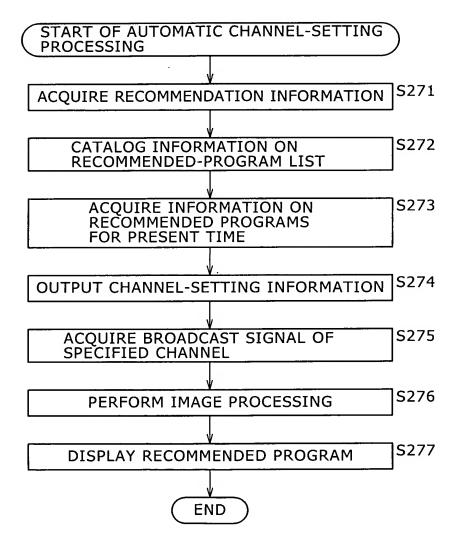


FIG.35

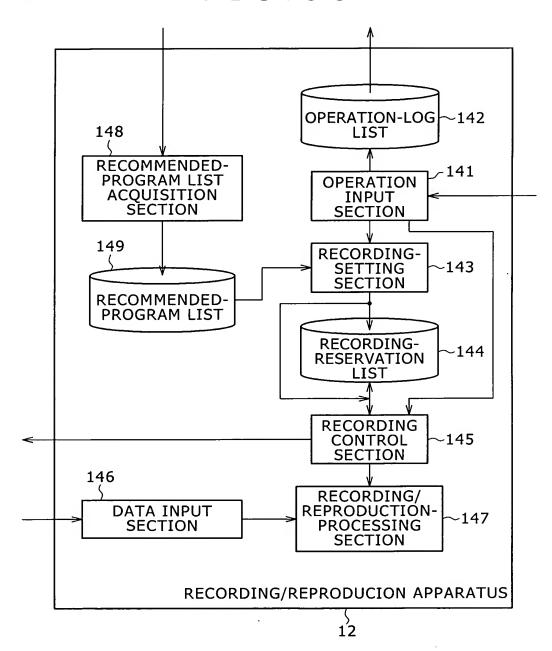
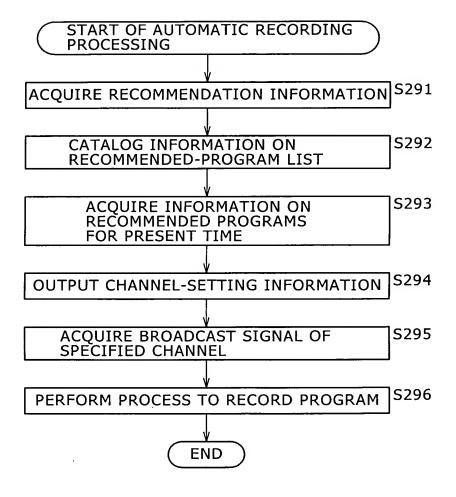
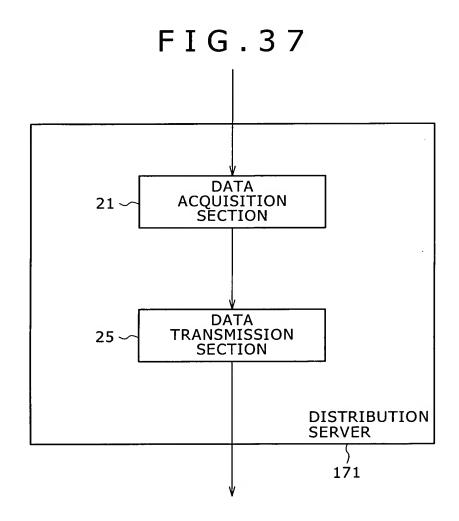


FIG.36





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FIG.38 **OPERATION** DATA OPERATION-LOG ACQUISITION **ACQUISITION INPUT** SECTION SECTION **SECTION** 44 46 41 **META-DATA** ACQUISITION SECTION 48 47 22 POSITIVE-**NEGATIVE-**PROGRAM-INITIAL-**HISTORY-HISTORY-**VECTOR **CATALOG GENERATION SAVING SAVING** STORAGE SECTION SECTION SECTION **SECTION** 23 45 NORMALIZATION-**VECTOR-**-62 61-**PROCESSING** OPERATION **SECTION SECTION** MATCHING-PROCESS **SECTION** 49 51 **DRIVE** RECOMMENDATION **INFORMATION OUTPUT SECTION** 0 0 74 72 73 RECOMMENDED-PROGRAM LIST 50 PROGRAM-RECOMMENDATION PROCESS APPARATUS

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FIG.39

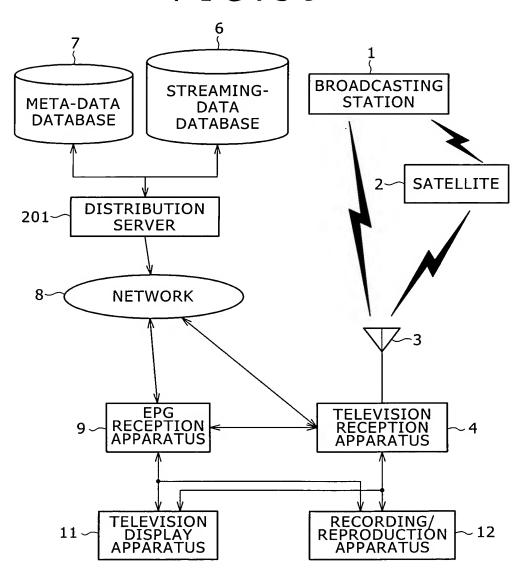


FIG.40

